

By allowing AT&T to buy T-mobile the decision to limit customer choice is made as well. One of the reasons that AT&T gives is that they need the spectrum but this is simply not true (refer to this article <http://finance.yahoo.com/news/ATT-talks-of-spectrum-apf-1900180595.html?x=0>) By having two major companies that control most of the market the need to improve their quality and service is eliminated because improvement is no longer a necessity. The choice between only two options is not a choice anymore. This deal will clearly affect smaller carriers that are leading the way of innovation but cannot compete if a monopoly is created. There is no upside for this deal, it is an excuse to buy most of the market instead of innovating (refer to this article http://gigaom.com/2011/03/20/in-att-t-mobile-merger-everybody-loses/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+OmMalik+%28GigaOM%3A+Tech%29). This deal is an easy way to obtain more customers and in the end it will provide an even worst situation for consumers that are already choosing between the lesser evil.